GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT&C Department - Constitution of State Steering Committee and Destination Management Committee to provide overall vision and guidance for implementation of Swadesh Darshan Scheme 2.0 at State level-Orders - Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (T) DEPARTMENT

G.O.RT.No.179 **Dt:29.09.2022**

Read:

E-file bearing no. APTDC-17021/1/2022-ENG SEC-APTDC received from the MD, APTDC.

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ORDER

In the reference read above, the Managing Director, Andhra Pradesh Tourism Development Corporation Limited has stated that as per the new guidelines communicated by the Ministry of Tourism, a State Steering Committee is to be constituted by all the States to provide overall vision and guidance for implementation of Swadesh Darshan Scheme 2.0 at state level, to recommend the project proposals for necessary sanction and review the implementation of the sanctioned projects in the State. Destination Management Committees shall be constituted at District level to review the implementation of the scheme and monitor the Operation and Management on completion of the project. The State shall nominate a Senior Officer as State Mission Director, who is responsible for day-to-day implementation and monitoring the projects under the Scheme and also to coordinate with the National Mission Directorate for various aspects of the projects.

2. It is further informed that in compliance with the guidelines of the Ministry, so far State Steering Committees are constituted and State Mission Directors are nominated in 10 States namely Bihar, Himachal Pradesh, Kerala, Mizoram, Nagaland, Punjab, Rajasthan, Sikkim, tamilnadu and Tripura and 2 UTs namely Jammu and Kashmir and Ladakh. A State Perspective Plan is prepared duly identifying various destinations in the State for development under Swadesh Darshan Scheme. The State Steering Committee shall be in place to recommend and monitor the proposals for necessary sanction by the Ministry of Tourism under the Swadesh Darshan Scheme 2.0.

(Contd..2)

3. In the circumstances explained by the MD, APTDC in the reference read above, Government after careful examination hereby Constitute the State Steering Committee and Destination Management Committee with the following Dignitaries:-

State Steering Committee:-

(i)	Chief Secretary	Chairperson
(ii)	Spl. Chief Secretary/Prl. Secretary/ Secretary, Department of Tourism	Member
(iii)	Spl. Chief Secretary/Prl. Secretary/ Secretary Municipal Administration and Urban Development (in case project area falls in the city area)	Member
(iv)	Spl. Chief Secretary/Prl. Secretary/ Secretary Panchayat Raj and Rural Development (in case project area falls in the rural area)	Member
(v)	Spl. Chief Secretary/Prl. Secretary/ Secretary Roads and Buildings Department	Member
(vi)	Representative of Ministry of Tourism, Govt. of India	Member
(vii)	Two Representatives of Tourism Industry 1. Sri K. Vijaya Mohan, President, Tours & Travels Association of Andhra Pradesh 2. Sri M. Bala Krishna Reddy, State President, AP Hotels Association	Members
(viii)	State Mission Director	Member Secretary

Destination Management Committee:-

(i)	District Collector	Chairperson
(ii)	Superintendent of Police	Member
(iii)	Commissioner of the Municipal Corporation/ Municipality (in case destination falls in the city area)	Member
(iv)	Chief Executive Officer, Zilla Parishad/ DPO/PD, DRDA (in case project area falls in the rural area)	Member
(v)	Superintending Engineer, (R&B)	Member
(vi)	District Public Relation Officer	Member
(vii)	District Manager, Department of Industries	Member
(viii)	District Skill Development Officer	Member
(ix)	Executive Engineer, APTDC	Member
(x)	Two Representatives of Tourism Industry (To be nominated by the District Collector)	Members

(Contd..3)

4. The Managing Director, Andhra Pradesh Tourism Development Corporation Limited is here by appointed as State Mission Director, who is responsible for day-to-day implementation and monitoring the projects under the Scheme and also to coordinate with the National Mission Directorate for various aspects of the projects as per the Scheme guidelines.

5. The Managing Director, Andhra Pradesh Tourism Development Corporation Limited Vijayawada shall take necessary action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

RAJAT BHARGAVA
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Managing Director, Andhra Pradesh Tourism Development Corporation Limited, Vijayawada.
The Members Concerned through the MD, APTDC, Vijayawada

Copy to:
OSD to Hon'ble Minister for Tourism (TC & YA).
PS to Chief Secretary to Government.
PS to Special Chief Secretary to Government.

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// FORWARDED :: BY ORDER//

G. Rama Krishna
SECTION OFFICER